

Message Text

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TO MS. CAROLE SAMWORTH DIRECTOR SUMMER PROGRAM

INTERNATIONAL MARKETING INSTITUTE 16 GARDEN ST.CAMBRIDGE MASS.02138

UNCLAS STATE 168504

E.O.11652:

TAGS:

SUBJECT:

ON BEHALF OF THE DEPT OF STATE AND THE BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS, I'DLIKE TO CONGRATULATE YOU FOR COMPLETING THE 1974 MULTINATIONAL SUMMER PROGRAM IN MARKETING MANAGEMENT, AND TO EXPRESS MY REGRETS FOR NOT BEING ABLE TO SPEAK TO YOU PERSONALLY ON THIS OCCASION.

YOUR PARTICIPATION IN THE PROGRAM CAN PRODUCE POSITIVE RESULTS ON TWO LEVELS. BECAUSE THESE SESSIONS WERE DESIGNED TO GENERATE MEANINGFUL EXCHANGE OF IDEAS AMONG PROFESSIONALS IN THE FIELD, I'M SURE THAT YOU WILL BE RETURNING HOME WITH VALUABLE INSIGHTS FOR MEETING YOUR PARTICULAR SET OF MARKETING CHALLENGES. THE SECOND VALUE OF THE PROGRAM IS BROADER IN ITS IMPLICATION. OVER THE PAST FIVE WEEKS, YOU'VE PARTICIPATED IN A DIALOGUE WITH PEOPLE OF WIDELY VARYING CULTURAL BACKGROUNDS. YOU'VE HAD AN OPPORTUNITY TO GET TO KNOW THEM, AND TO GAIN A NEW APPRECIATION OF THE COMMON ECONOMIC AND SOCIAL PROBLEMS FACING THE COMMUNITY OF NATIONS.

THIS UNDERSTANDING OF COMMON HUMANITY IS PARTICULARLY IMPORTANT TO YOU AS MARKETING PROFESSIONALS BECAUSE YOU

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POSSESS SPECIAL SKILLS FOR DOING GOOD IN WORLD AFFAIRS.

YOUR COMMUNICATION AND PROBLEM SOLVING SKILLS ENABLE YOU
YOUR SENSITIVITY TO HUMAN NEEDS AND MOTIVATIONS ENABLES
YOU TO SEE WHERE SUCH ACTION IS REQUIRED.

AS YOU LEAVE THIS MULTINATIONAL PROGRAM IN MARKETING
MANAGEMENT, AND BEFORE YOU GET RE-IMMERSED IN DAY-TO-DAY
MARKETING ACTIVITIES IN YOUR COUNTRY, I HOPE THAT EACH OF
YOU WILL THINK ABOUT YOUR EXPERIENCES AT THESE SESSIONS. .
THE SIMILARITIES OF INTEREST. . . THE PERSONAL FRIENDSHIPS
YOU MADE. AND BECAUSE OF THESE EXPERIENCES, THINK ABOUT
HOW YOUR SPECIAL MARKETING SKILLS CAN BE DEVOTED TO
STEERING YOUR BUSINESS COMMUNITY INTO POSITIVE CONTRIBU-
TIONS TO SOCIETY AND WORLD UNDERSTANDING.

-- JOHN RICHARDSON, JR.
-- ASSISTANT SECRETARY FOR
-- EDUCATIONAL AND CULTURAL AFFAIRS KISSINGER

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